



Ottawa Hull K1A 0C9

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(19) (CA) **APPLICATION FOR CANADIAN PATENT** (12)

(54) Collapsible Container

(72) Hughes, Rhalee - Canada ;  
Durstun, Candace - Canada ;

(71) Etigson, Hughes - Canada ;

(57) 10 Claims

Notice: This application is as filed and may therefore contain an incomplete specification.



Industrie Canada Industry Canada

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Canada

ABSTRACT

A collapsible container for containing prewrapped food, confectioneries, or the like, said container having a flat planar member having a substantially crucifix shape when in the flat planar position, the flat planar member including two intersecting branches of the crucifix (the intersecting crucifix branches) proximate the bottom of the box, whereat each branch extends from the bottom of the container via a fold or score line or the like to allow for the upward extension of the branches away from the bottom of the container thus defining the side portions of the container, one of the side portions including a larger portion proximate the end thereof remote the bottom of the box defining the top of the container in use, the top being situated proximate one end of a branch of the crucifix and including when assembled a device to retain the portions extending upwardly away from the bottom of the container in the closed position of the container, preferably said device including integral flanges provided with the top of the container which includes fold or score lines or the like which when folded provide said device to retain the portions in the closed position, alternatively said device being provided by reusable flaps, or glue like portions, or velcro like portions, provided with either the top or the side portions of the box, wherein when the side portions are lifted upwardly away from the bottom of the container and the top is closed to abut the ends of the side portions remote the bottom of the container then the retaining portions disposed with either the top or the sides retain the container in its closed position until such time as the top of the container is moved to open the container, the panels of the container unfolding open under the influence of gravity.

TITLE OF INVENTION

## COLLAPSIBLE CONTAINER

FIELD OF INVENTION

5           This invention relates to containers and finds specific application to containers which are small, and used in a preferred embodiment for containing light articles in a convenient and esthetically pleasing package.

BACKGROUND OF THE INVENTION

          It is known to package chocolates, food and other confections in a container.  
10       Some foods are shrink wrapped in a flat styrofoam tray, while others are packaged in a boxboard container sealed at both ends and sent on to the wholesalers for distribution.

          When opening a box typically to remove the contents thereof, one either pulls the staples out of the flap ends of the box, opens the flaps and removes the  
15       contents, or one uses a pair of scissors or knife to cut open the box. Heretofore, to the best of the inventors' knowledge there is no box which collapses when the lid is lifted.

          It is therefore an object of this invention to provide a container having a first end provided therewith from which extend outwardly flat extending and abutting flat  
20       planar portions wherein when the opposite end of the container is disassociated from the remote ends of the flat planar portions remote the first end this allows for ease of collapse of the container.

          It is yet a further object of this invention to provide an esthetically pleasing presentation for food, confectioneries, and assorted novelties which is both  
25       attractive and functional.

          It is yet another object of the invention to provide a collapsible container which includes marketing materials such as advertising or promotional literature conveniently contained for the market audience when the end of the box is disassociated with the flat planar portions remaining.

Further and other objects of the invention will become apparent to those skilled in the art when considering the following summary of invention and a more detailed description of the preferred embodiments illustrated herein.

SUMMARY OF THE INVENTION

5           According to one aspect of the invention, there is provided a container for advertising purposes having a top and bottom and at least two sides and preferably four, preferably the container being formed from one continuous flat planar member such as cardboard or boxboard with score lines, folds or the like provided therewith to define: the bottom end of the container, the side portions of the container, and the  
10   top of the container, the top of the container having side portion abutting portions located therewith to retain the side portions in their closed position, preferably the side portion abutting portions provided with the top of the container being downwardly extending lips formed with the top of the container and effective when assembled, preferably the top of the container being integrally formed with the flat  
15   planar sheet, the top of the container being preferably provided with a side portion of the container and preferably being hinged to one of the side portions of the container, wherein when the container is in its substantially closed position, the abutting portions of the top of the container assist in retaining the side portions of the container in their closed position, and wherein when the top of the container is  
20   moved to its container opening position, the abutting portions no longer retain the side portions of the container and the side portions under gravity unfold revealing the contents of the container and preferably revealing the advertising information printed on the inner surface of the container. (In another embodiment the top may be formed separately from the side portions and the bottom of the container.)

25           In a preferred embodiment the container may further comprise advertising information printed on the sides of the side portions, top or bottom of the container.

          In another embodiment the side portion retaining means provided with the top of the container are integral with the top when formed and are effective when these integral portions are folded along their respective score lines, fold lines or the

like to provide downwardly extending lips extending from the top of the container in use.

According to yet another aspect of the invention there is provided a collapsible container for containing prewrapped food, confectioneries, or the like, said container comprising a flat planar member having a substantially crucifix shape when in the flat planar position, the flat planar member including two intersecting branches of the crucifix (the intersecting crucifix branches) proximate the bottom of the box, whereat each branch extends from the bottom of the container via a fold or score line or the like to allow for the upward extension of the branches away from the bottom of the container thus defining the side portions of the container, one of the side portions including a larger portion proximate the end thereof remote the bottom of the box defining the top of the container in use, the top being situated proximate one end of a branch of the crucifix and including when assembled means to retain the portions extending upwardly away from the bottom of the container in the closed position of the container, preferably said means including integral flanges provided with the top of the container which includes fold or score lines or the like which when folded provide said means to retain the portions in the closed position, alternatively said means being provided by reusable flaps, or glue like portions, or velcro like portions, provided with either the top or the side portions of the box, wherein when the side portions are lifted upwardly away from the bottom of the container and the top is closed to abut the ends of the side portions remote the bottom of the container then the retaining portions disposed with either the top or the sides retain the container in its closed position until such time as the top of the container is moved to open the container, the panels of the container unfolding open under the influence of gravity. In a preferred embodiment of the invention the inner surfaces of the side portions, bottom and/or top of the container are printed with advertising literature and preferably include a comestible, confectionery, food or the like.

According to any of the above mentioned aspects of the invention there is provided a kit of components which are contained within any of the aforementioned containers including comestibles, candy or food stuffs or the like having contained therewith either within the food stuff such as a fortune cookie or on the wrapper information which is consistent with the information normally displayed within the inner panels of the container and provided for marketing purposes.

In another embodiment the container may be used to package toys or other novelty items.

In yet another embodiment the container is shipped within a separate preformed outer container when the collapsible container is to be sent through the postal service or other means of transport wherein it is suspected that the collapsible container will be roughly handled.

In another aspect of the invention, the container is used as a display carton for merchandising, toys, novelties, sporting goods or the like to the consumer in retail sales.

#### BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a perspective view of the container illustrated in a preferred embodiment of the invention.

Figure 2 is a perspective view of the container in its collapsed pre-formed position illustrated in a preferred embodiment of the invention.

Figure 2a is a perspective view of the container in its collapsed position which has additional rigidifying flaps as illustrated in a preferred embodiment of the invention.

Figure 3 is a side view of the container of Figure 1 illustrated in a closed position.

Figure 3 is a perspective view of the container of Figure 1 illustrated in a closed position.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS OF THE INVENTION

Referring now to the figures, there is illustrated a collapsible container 5 being formed from a generally flat planar sheet of material such as boxboard 10, the flat planar member 10 being formed in a substantially crucifix or cross shape having a central portion 20 with arms 30, 40, 50 and 60 extending laterally away from the portion 20. Each of the portions 30, 40, 50 and 60 being joined to the portion 20 via a fold or score line, 32, 42, 52 and 62 respectively to allow for the folding of each of the side portions 30, 40, 50 and 60 upwardly of the bottom 20 of the container to the point illustrated in Figure 2.

The portion 60 includes proximate the end thereof a portion 70 separated from the portion 60 via score line 71. The portion 70 includes a score line 72 extending around the three sides. Portions 75, 76 and 77 of the portion 70 are folded upwardly away from the portion 70 substantially as shown in Figure 1 and thus providing a flange extending around three sides of portion 70 when assembled so that when the portions 30, 40, 50 and 60 are folded upwardly away from the bottom 20 of the container, the flange portions 73 will cover and retain the ends 30(a), 40(a) and 50(a) of the portions 30, 40 and 50 of the container 5 so as to prevent the portions 30, 40 and 50 from collapsing to their position substantially shown in Figure 2.

Therefore, when the container is assembled, the top portion 70 and the preferred flange portions 73 which cover the ends 30a, 40a and 50a of the side portions 30, 40 and 50 of the container 5 retain the container 5 in a closed position until such time as the top 70 is removed allowing the container 5 to unfold to its position shown in Figure 2.

In another embodiment the top portion 70 may be provided separate from the sides 60 and bottom 20 of the container 5 as a separate member which functions substantially the same way as described in retaining the portions 30, 40 and 50 in their closed position until the top 70 is removed.

In another embodiment the top portion 70 or the side portions exemplified by 30, 40 and 50 may include other alternative means for retaining the collapsible container in its closed position such as flaps and co-operative slots, reusable tape or a glue portions, velcro portions or the like.

5 In the preferred embodiment advertising information is provided is provided on the inner panels 39, 49, 59, 69 and 79 of the collapsible container so that when the target audience of the container 5 opens the top, the entire box will unfold revealing the contents of the container 5 and the information printed on the inside of the container.

10 Referring to figure 2a it has been found that the addition of flaps 30x, 30y, 40x, 50x, 50y serves as means of rigidifying the container when assembled. For example when the container is assembled these portions engage portion 40x rigidifying this portion, and also reinforcing the side panels and their ability to hold up the lid portion. The cut portions of 30z and 50z serve to hold 40 in position  
15 when assembled.

As many changes can be made to the invention without departing from the scope of the invention, it is intended that all material contained herein by interpreted as illustrative of the invention and not in a limiting sense.



THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE AS FOLLOWS:

1. A container for advertising purposes comprising a top and bottom and at least two sides and preferably four, preferably the container being formed from one continuous flat planar member such as cardboard or boxboard with score lines, folds or the like provided therewith to define: the bottom end of the container, the side portions of the container, and the top of the container, the top of the container having side portion abutting portions located therewith to retain the side portions in their closed position, preferably the side portion abutting portions provided with the top of the container being downwardly extending lips formed with the top of the container and effective when assembled, preferably the top of the container being integrally formed with the flat planar sheet, the top of the container being preferably provided with a side portion of the container and preferably being hinged to one of the side portions of the container, wherein when the container is in its substantially closed position, the abutting portions of the top of the container assist in retaining the side portions of the container in their closed position, and wherein when the top of the container is moved to its container opening position, the abutting portions no longer retain the side portions of the container and the side portions under gravity unfold revealing the contents of the container and preferably revealing the advertising information printed on the inner surface of the container.

2. The container of claim 1 wherein the top is formed separately from the side portions and the bottom of the container.

3. The container of claim 1 further comprising advertising information printed on the sides of the side portions, top or bottom of the container.

4. The container of claim 1 wherein the side portion retaining means provided with the top of the container are integral with the top when formed and are effective when these integral portions are folded along their respective score lines, fold lines

or the like to provide downwardly extending lips extending from the top of the container in use.

5. A collapsible container for containing prewrapped food, confectioneries, or the like, said container comprising a flat planar member having a substantially crucifix shape when in the flat planar position, the flat planar member including two intersecting branches of the crucifix (the intersecting crucifix branches) proximate the bottom of the box, whereat each branch extends from the bottom of the container via a fold or score line or the like to allow for the upward extension of the branches away from the bottom of the container thus defining the side portions of the container, one of the side portions including a larger portion proximate the end thereof remote the bottom of the box defining the top of the container in use, the top being situated proximate one end of a branch of the crucifix and including when assembled means to retain the portions extending upwardly away from the bottom of the container in the closed position of the container, preferably said means including integral flanges provided with the top of the container which includes fold or score lines or the like which when folded provide said means to retain the portions in the closed position, alternatively said means being provided by reusable flaps, or glue like portions, or velcro like portions, provided with either the top or the side portions of the box, wherein when the side portions are lifted upwardly away from the bottom of the container and the top is closed to abut the ends of the side portions remote the bottom of the container then the retaining portions disposed with either the top or the sides retain the container in its closed position until such time as the top of the container is moved to open the container, the panels of the container unfolding open under the influence of gravity.

6. The container of claim 5 wherein the inner surfaces of the side portions, bottom and/or top of the container are printed with advertising literature and preferably include a comestible, confectionery, food or the like.

7. A kit of components which are contained within the containers of claims 1,4,5, or 6 wherein the aforementioned containers including comestibles, candy or

food stuffs or the like having contained therewith either within the food stuff such as a fortune cookie or on the wrapper information which is consistent with the information normally displayed within the inner panels of the container and provided for marketing purposes.

8. The kit of components which are contained within the containers of claim 7 wherein the containers are used to package toys or other novelty items.

9. The containers of claims 1,4,5, or 6 wherein the container is shipped within a separate preformed outer container when the collapsible container is to be sent through the postal service or other means of transport wherein it is suspected that the collapsible container will be roughly handled.

10. The containers of claims 1,4,5, or 6 wherein the container is used as a display carton for merchandising, toys, novelties, sporting goods or the like to the consumer in retail sales.

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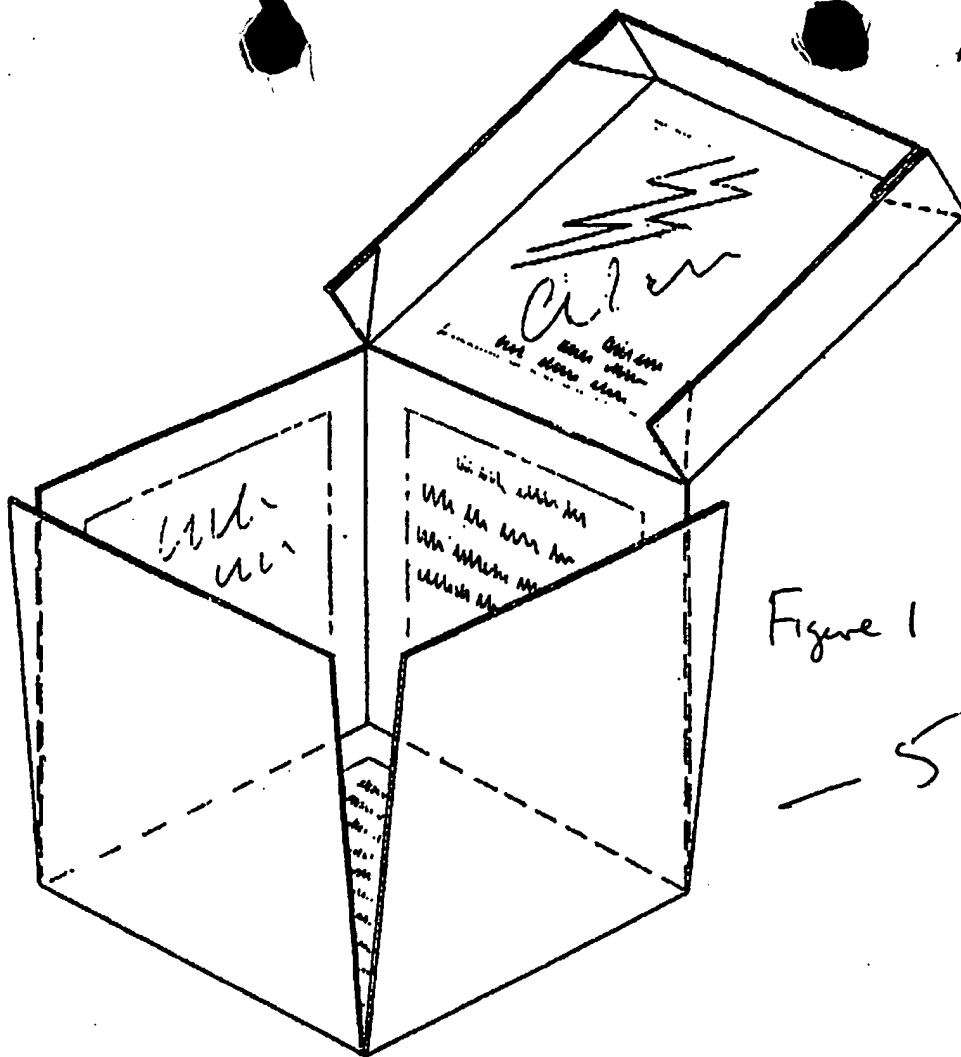


Figure 1

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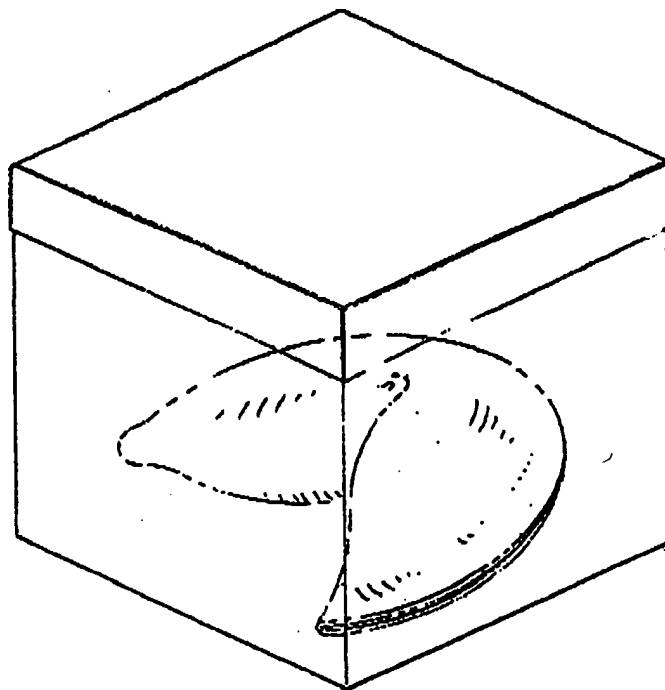
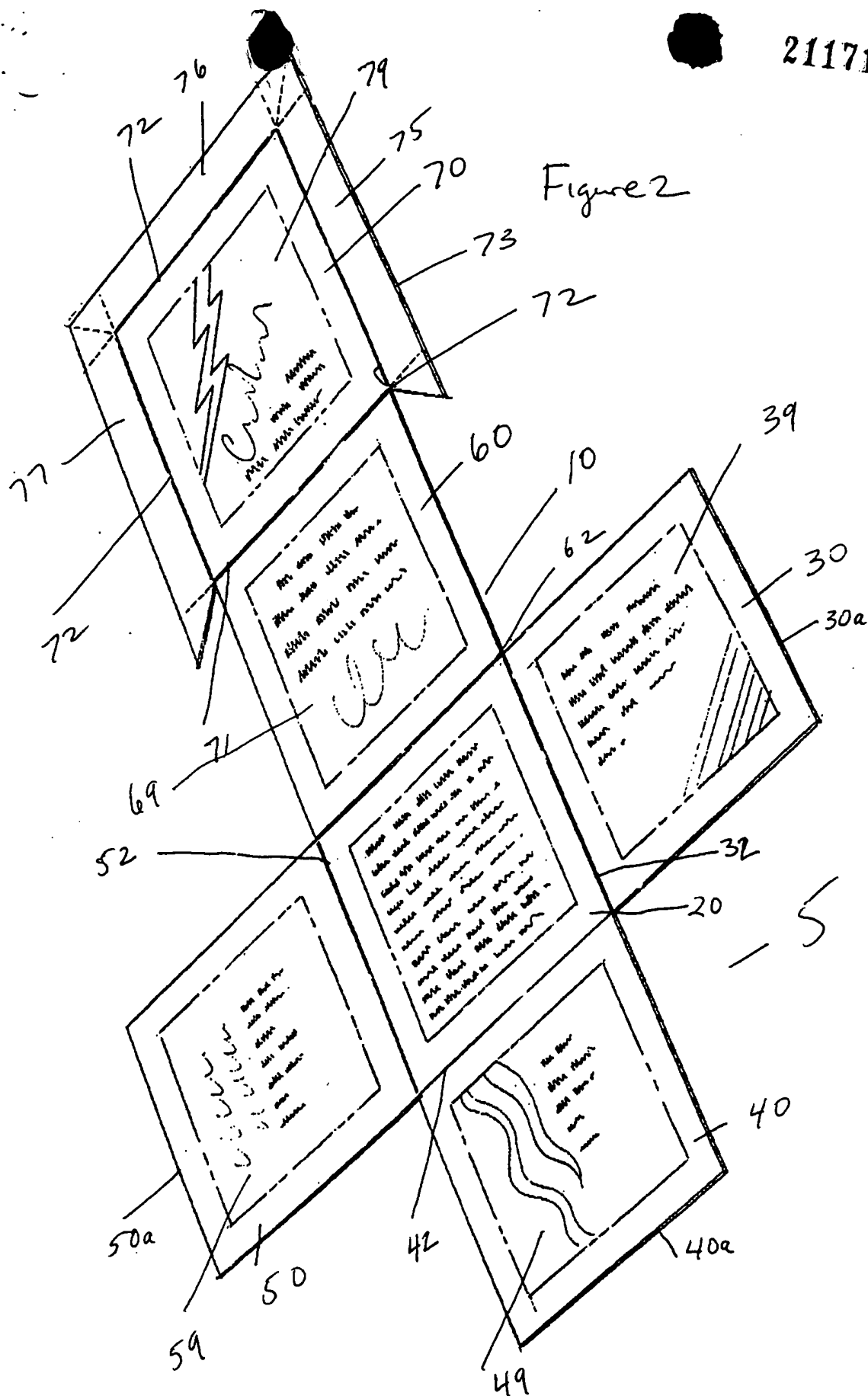


Figure 3

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Figure 2



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